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CONSUMER TIME

A CALL TO FARMS

NETWORK: NBC

DATE: August 25, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM - EWT

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN THE TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER.
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
5. MUSIC: PASTORAL THEME...FADE OUT.
6. JOHN: In many parts of the country, the 1945 fall harvest is under-way. In some states, the harvest has not yet begun. It's going to be another big and busy season for the farmers and gardeners of America.
7. FREYMAN: (OR SUBSTITUTE) Yes, and even though the war is over, Johnny, it's going to be another hard-working season for the members of the Women's Land Army.
8. JOHN: Indeed it is...and CONSUMER TIME friends, the important story of the Women's Land Army of the United States of America is what we're going to hear about today!
9. MUSIC: UNDER LIGHTLY...NO PAUSE.
10. FREYMAN: We're going to hear how they work...and where.

11. JOHN: And why it is still important this fall for everyone who can...to join this great army of thousands of women workers who are helping farmers everywhere produce our country's food.
12. FREYMAN: The crops this fall must be harvested...and the men from overseas will not return in time to do it. The Women's Land Army is needed now...as much as ever...
13. MUSIC: UP AND HOLD FOR BRIDGE...THEN FADE OUT.
14. WOMAN: (SORT OF MIDDLE AGED HOUSEWIFE) Just exactly what is the Women's Land Army? I mean is it actually an army with Colonels and Majors and that sort of thing?
15. GIRL: I've always wanted to work on a farm in the summer...but gosh, I never did know how to go about it.
16. MAN: (SKEPTICAL) Say, can you prove to me that these women actually do any work out there on the farm? You can't tell me they do any more'n just get in the way...(FADE)
17. MUSIC: SHORT ACCENT CHORD AND OUT SHARP
18. JOHN: Questions from everywhere. Is it a real organized army? Can anybody join? Is the Women's Land Army still needed? Let's see...
19. MUSIC: BRIEF BRIDGE AND FADE DOWN SLOWLY UNDER.
20. FREYMAN: The Women's Land Army is a movement, rather than an organization. Actually...any woman who helps out on a farm...is a member of the Land Army. It's mainly a seasonal army, and in each state it is under the direction of the state extension service.
21. JOHN: Last year...eight hundred thousand placements of women workers were made by extension service offices. This June more women were hired than in any month since the Women's Land Army began. It's estimated that four hundred thousand more women were recruited directly by farmers, or found their own farm work.

22. FREYMAN: And you ask whether the Women's Land Army has done a job in producing the country's food?
23. JOHN: The women have come from everywhere...from farms, cities, and towns. Farm women have worked longer hours than ever before...women have come from offices, factories, and stores...women whose husbands are overseas...housewives, college girls and teachers...
24. FREYMAN: They are women of all ages, who have spent the entire summer, the whole year, or perhaps their vacation period...helping to bring through the farm crops America must have.
25. JOHN: And what have they done? What are they doing now?
26. MUSIC: FAINTLY BEHIND
27. FREYMAN: North, South, East, and West...women do all kinds of farm work. They pick beans, tomatoes, and other vegetables. They detassel corn, shock grain, pick potatoes. They pick and pack berries, apples, peaches, and other fruits. They work in cotton, grain, and tobacco.
28. JOHN: Yes, and they drive tractors and farm trucks, and combines. They milk the cows, and take care of chickens.
29. MUSIC: OUT
30. FREYMAN: In brief...women of the Land Army help to plant, cultivate, and harvest the food and fiber crops...and care for the livestock ...all vital to the country's food supply.
31. MUSIC: BRIEF BRIDGE, FADE DOWN
32. FREYMAN: First...let's talk about farm women...farm wives and daughters ...about the job they've done in this war!

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33. FARM WOMAN: (ON THE JOLLY SIDE) Well...we simply did what had to be done, that's all...I mean, when the men folks have gone off to war...when you have to grow more because the country needs more...and when you can't get new machinery...well, that means more work for somebody.
34. FREYMAN: Yes...and it has meant more work for the farm women of America.
35. FARM WOMAN: (LAUGH) Well...of course you know we're used to work...hard work and plenty of it...(FADE)
36. MUSIC: LIGHT SOFT BRIDGE
37. FARM WOMAN 2: (SOUTHERN ACCENT) In cotton picking time...I'm not ashamed to say I average about 200 pounds of cotton a day.
38. FARM WOMAN: Well...during corn planting time...believe me I get up at four in the morning and drive the tractor until eight. Then I do the chores around the farm...before I even get down to doing the housework.
39. GIRL: My father finally got a farmhand to help him...so I hired out to another farm family to help with the harvest. I think food production has been the most important thing I can do for my country.
40. FARM WOMAN 2: In our community...we believe in helping our neighbors. After our job at home is finished...we help other folks with planting or threshing...even help in building barns... (LITTLE LAUGH) I guess that makes us members of...what you call the Women's Land Army!
41. MUSIC: LIGHT BRIDGE...FADE UNDER.
42. JOHN: Well...I should hope to tell you it makes you members of the Women's Land Army! Offhand, I would say "Four-star Generals" ...if there were any ranks in this outfit.

43. FREYMAN: Yes...the farm women of America have done a wonderful job in producing the food America has needed for war.
44. JOHN: Now what about the other members of this great Land Army... the women from the towns and cities...who have spent their vacations working on farms all over the land.
45. FREYMAN: Yes, those women have been...and still are...vitally needed on farms all over the country. No food must go to waste this year. The world needs it...we need it. And the Land Army's battle has yet to be won. At this time of year in many states...just a weekend...or a few spare afternoons on a neighborhood farm will be of tremendous help...
46. JOHN: Let's hear now about the work of these town women on the farms.
47. FREYMAN: And about how housewives and women with jobs, and school girls can help with the harvest this fall.
48. MUSIC: LIGHT BRIDGE
49. JOHN: I think Mrs. Mary Brown is typical of the kind of woman we mean. Mrs. Brown is a housewife...in a small town. But suppose we let her tell her story...
50. BROWN: Well, I must say...a lot of women in my home town are mighty proud of themselves. We helped save the entire bean crop of our county.
51. JOHN: You mean the women did? How was that?
52. BROWN: Well, we housewives were actually recruited. Notices appeared in the papers...and we heard it over the radio..."women wanted at once to help save the bean crop!"
53. JOHN: So you answered the call...

1. In the first place, the most important thing is to have a clear idea of what you want to do.

2. Then, you should make a plan of action.

3. After that, you should start working on your plan.

4. Finally, you should evaluate your progress.

5. If you are not making progress, you should adjust your plan.

6. It is also important to have a good attitude.

7. And, you should be patient.

8. Remember, success is not a straight line.

9. It is a process, and it takes time.

10. So, keep going, and you will achieve your goals.

11. Good luck!

12. I hope this helps you.

13. Thank you for reading.

14. Have a great day!

15. See you next time.

16. Bye-bye!

17. I will be back soon.

18. Stay tuned!

19. Love, [Name]

20. P.S. I hope you like this.

21. I will be back soon.

22. Thank you for reading.

23. Have a great day!

24. See you next time.

25. Bye-bye!

26. I will be back soon.

27. Stay tuned!

28. Love, [Name]

54. BROWN: We sure did...several hundred of us. And every morning they ran a bus called the Housewives Special...left at 8:30. That gave us time to get breakfast for the family. Then we picked beans until about three o'clock, and the Housewives Special bus brought us back again.
55. JOHN: That was in time to do the evening marketing and make supper, wasn't it?
56. BROWN: Yes, it was a long day all right...but we enjoyed the idea that we were actually helping to save the bean crop!
57. JOHN: I should think you would be proud. You know, by far the largest number of women...town women, that is...who help on farms...are just like you. They live at home, and work by the day or part time on farms nearby.
58. BROWN: Yes, and I know a lot of working women...in factories and business...who manage to spend evenings or weekends picking apples or harvesting vegetables in the neighborhood.
59. JOHN: Yes, and just those few hours help out a lot.
60. BROWN: Have you heard about the "twilight pickers?" They're folks who work evenings...even as late as 11:00 p.m. harvesting fruit.
61. JOHN: Yes...the "Victory Shift" they call them in some places. Now look, Mrs. Brown, you're a member of the Women's Land Army...what would you say has been the real underlying motive for these thousands of women going out to help on America's farms?
62. BROWN: Oh...that's an obvious question. It's been more patriotism than anything else. Folks have wanted to help feed our soldiers and Allies. Now it's still patriotism. We have to wind up the job we started. There's a big crop of vegetables and fruit in many parts of the country.that must be harvested. This food must not go to waste.

63. JOHN: Well, look now, Mrs. Brown. Many thousands of homemakers are listening to us right now...and probably a lot of them are wondering how they can help out on farms this summer. And how they can know whether any of their neighborhood farms need help.
64. BROWN: Well, I'd say simply do as I do...wait until you hear the call for help over the radio, or watch for the announcement in the local paper. If you're needed in your neighborhood, you'll know.
65. JOHN: But the important thing to remember is that no amount of work can be too small. Just a few extra hours of your time...is worth a lot to the whole country,
66. MUSIC: LIGHT BRIDGE
67. FREYMAN: Now we've talked about the farm women members of the Women's Land Army...and about the housewives who can spend spare time helping on neighborhood farms...
68. JOHN: Well...another important part of this hard-fighting army is made up of the women who can spare a whole summer, or at least a whole vacation working on a farm.
69. FREYMAN: For one or two weeks, or the entire summer, they cultivate and pick vegetables, or harvest fruit.
70. JOHN: College girls and teachers...business women and wives of service men all pitch in and do a man-sized job.
71. FREYMAN: Many of them live in camps nearby the farms where they work...and then it's good fun for all the girls...because there's always after-hours recreation. Sometimes there's swimming or square dancing...or perhaps the Land Army girls themselves put on a show.

72. JOHN: Yes, there's always something doing in a Land Army camp.
73. FREYMAN: Although you'd think they'd be too tired after a days work to do anything.
74. JOHN: Sure they get tired...but they soon get used to the work...
One farmer said:
75. FARMER: I never saw harder working people. They looked worn out by noon the first day...but they rallied in the afternoon and they haven't complained since!
76. JOHN: And this same farmer said about the Land Army girls...
77. FARMER: They're sure fun to have around. Even got me to singing with them, picking beans.
78. MUSIC: ROLICKING THEME.
79. JOHN: This fall, the Women's Land Army will do another big job... helping with the country's harvest.
80. FREYMAN: In your neighborhood...if you are free to work any time at all, stand by for the call for help...it will be on your radio, or in your local paper. The greatest need will be during late September and October.
81. JOHN: If you can spare several weeks...see your county extension agent, or your local farm employment office.
82. FREYMAN: Or if that isn't easy to find...write to CONSUMER TIME, Washington 25, D. C., and we will see that your letter gets to your Women's Land Army supervisor in your community. Remember, the war is over...but the Land Army's battle has yet to be won!
83. MUSIC: CONCLUDING THEME
84. FREYMAN: Next week, on CONSUMER TIME we're going to hear a story which is important to all of us...and mighty interesting too!
85. JOHN: Yes, and that story is going to be about why, even though the war is over, it's still necessary for us to save kitchen fats... to save paper...and to save tin.

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86. FREYMAN: Paper, fat, and tin...yes, Johnny...still very much needed materials in this country....still in very short supply. It's a dramatic story, as well.

87. JOHN: So be with us then...for another edition of...

88. SOUND: CASH REGISTER...

89. ANNCR: CONSUMER TIME!

90. SOUND: CASH REGISTER...CLOSE DRAWER.

91. ANNCR: CONSUMER TIME, written by Christine/^{Kempton}, is presented by the U. S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

